# **Teresa La**

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**Work Experience**

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| **SUSHI HANA RESTAURANT** | **Montclair, NJ** |

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| ***Manager*** | **Feb 2016 - Nov 2022** |

• Designed 10 physical and digital menu pages to improve the visual aesthetic of available items

• Leveraged social media platforms and design posts to sustain a growth of 15% over 6 months to develop a larger customer base

• Managed 5-10 employees, delegating shifts and responsibilities, to create a productive working environment

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| **SEMANTIWEB USA** | **New York, NY** |

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| ***Freelance Marketing Analyst*** | **Oct 2020 - May 2021** |

• Produced daily reports for global accounts, synthesizing complex data into meaningful summaries for executives, driving strategy decisions, and resulting in an increase of 50% ROI.

• Analyzed customer feedback to target businesses in need of client offerings with a 20% chance of conversion rate.

• Developed customer segmentation strategies based on 60+ customer attributes that generated a 5% increase in revenue.

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| **MARIANNYC** | **New York, NY** |

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| ***Social Media Coordinator*** | **Aug 2016 - Nov 2018** |

• Constructed comprehensive social media campaigns targeting key demographics, resulting in a 5.5% increase in Instagram followers across one month period.

• Promoted awareness of the MARIANNYC brand by writing 5-10 copy pieces about fashion and lifestyle to increase influence in the social media space

• Built

**Project Experience**

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| **SOME DUMPLING** | **New York, NY** |

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| ***UI/UX Designer*** | **Nov 2022 - Jan 2023** |

• Spearheaded strategy & conducted research of 20+ stakeholders to uncover insights, delivering improved designs & increased user retention by 35%.

• Developed design system, implemented as a scalable solution that updated over 18 product features to improve user experience & stockholder value.

• Created wireframes for 20 distinct web pages and screens, increasing usability by 30% and streamlining user navigation.

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| **INSIDE OUT** | **New York, NY** |

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| ***UI/UX Designer*** | **Feb 2022 - Oct 2022** |

• Synthesized customer feedback from 35 in-depth interviews, distilling actionable insights to inform product design & development decisions.

• Developed interactive mobile-first designs for 20 interfaces, resulting in 68% fewer customer service inquiries by self-service solutions.

• Created new application architecture that introduced data-driven processes, boosting efficiency rate by 35%.

**Skills & TOols**

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| **Skills** | **Persona Creation, User Research, Task Analysis, Usability Testing, Journey Mapping** |

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| **Technical Skills** | **Wireframing, Prototyping, HTML, CSS, Javascript** |

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| **Tools** | **Figma, Miro, Balsamiq, Visual Code, Github, UsabilityHub** |

**Education**

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| **Rutgers University Newark** | **Newark, NJ** |

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| ***Bachelor's of Science in Marketing*** | **Nov 2019** |